

6. User Stories & Prototypes

Here you'll translate what you've learned and what's right for the product into testable narrative you can use to drive high quality collaboration with your (agile) development team..



[TUTORIAL & EXAMPLES](#)



[WORKSHOP](#)

User Stories

1. **As a Bla Customer, I want to search by newest content so that I know which the newest assets on all partners platforms libraries.**

Story	Test Cases
As a Bla Play user I want be able to filter EPG content by date of inclusion on the platform, so I will be able to search by the newest and oldest contents.	Make sure is possible to perform filtering of EPG content. Make sure the filter date of inclusion is available and working properly on EPG content.
As a Bla Play user I want be able to filter OTT content by date of inclusion on the platform, so I will be able to search by the newest and oldest contents.	Make sure is possible to perform filtering of OTT content. Make sure the filter date of inclusion is available and working properly on OTT content.

2. **As a Bla Customer, I want to search by newest SVOD and TVOD content so that I know which the newest assets are available for my entertainment.**

Story	Test Cases
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As a Bla Play user I want be able to filter SVOD content by date of inclusion on the platform, so I will be able to search by the newest and oldest contents.	<p>Make sure is possible to perform filtering of SVOD content.</p> <p>Make sure the filter date of inclusion is available and working properly on SVOD content.</p>
As a Bla Play user I want be able to filter TVOD content by date of inclusion on the platform, so I will be able to search by the newest and oldest contents.	<p>Make sure is possible to perform filtering of TVOD content.</p> <p>Make sure the filter date of inclusion is available and working properly on TVOD content.</p>

3. As a registered and logged user of Bla Play, I want to be able to access OTT assets on the partner platform so that I can watch the content.

Story	Test Cases
As a registered and logged user of Bla Play I want be able to access the OTT inside Bla Play and know if I am entitled to watch, so I will know my eligibility for each content/provider.	<p>Make sure the entitlement process is correct.</p> <p>Make sure the entitlement is being displayed correctly to the user.</p>
As a registered and logged user of Bla Play I want to be directed to the asset description page on the partner platform to watch the selected content, so I will be able to access the content on the partner.	<p>Make sure the link is ingested correctly on the CMS.</p> <p>Make sure the link is being correctly loaded into the front end to be used by user.</p>

4. As a Bla TV and/or Internet customer, I want to be able to make just one login so that I can access all the OTT content on Bla Play.

Story	Test Cases
As a Bla Telecom Cable customer I want be able to login on Bla Play using my Bla Telecom account, so I will not have to create a new account.	<p>Make sure the Bla login system is working properly.</p> <p>Make sure the user is entitled on Bla login system.</p>
As a Bla Telecom Broadband customer I want be able to login on Bla Play using my Bla Telecom account, so I will not have to create a new account.	<p>Make sure the Bla login system is working properly.</p> <p>Make sure the user is entitled on Bla login system.</p>

5. As a Bla customer, I want to have a Single Sign On between Bla Telecom, Bla Play and partner platform so that I can login a single time on Bla Play to access OTT content on partner platform.

Story	Test Cases
As a Bla Telecom Cable customer I want be able to login on Bla Play using my Bla Telecom account, so when I access a OTT content be directed to the partner platform	<p>Make sure login system Bla Telecom - Bla Play is working properly.</p>

logged.	Make sure login system Bla Play - OTT partner platformy is working properly.
As a Bla Telecom Broadband customer I want be able to login on Bla Play using my Bla Telecom account, so when I access a OTT content be directed to the partner platform logged.	<p>Make sure login system Bla Telecom - Bla Play is working properly.</p> <p>Make sure login system Bla Play - OTT partner platformy is working properly.</p>

6. As a Bla Play user, I want to able to look into Bla Cable Guide so that I will be able to consult it whenever I desire.

Story	Test Cases
As a logged Bla Play user I want be able to look into personal My Bla Cable guide, so I will know which contents are available on the channels of my cable plan.	<p>Check if EPG metadata is correctly ingested on the CMS.</p> <p>Check if the EPG content is being displayed on the guide correctly.</p>
As a not logged Bla Play user I want be able to look into the general Bla Cable guide, so I will know which contents are available on the channels offered by Bla Telecom.	<p>Check if EPG metadata is correctly ingested on the CMS.</p> <p>Check if the EPG content is being displayed on the guide correctly.</p>

7. As a Bla Telecom customer, I want to have sub profiles on Bla Play so that I will be able to assign profiles to my family.

Story	Test Cases
As a Bla telecom customer, I want to be able to assign a sub profile to my wife so she will have their own profile inside our account.	<p>Check if profile feature is available on menu.</p> <p>Check if the profiles are being created correctly.</p>
As a Bla telecom customer, I want to be able to assign a sub profile to my 10 years old son so he will have their own profile inside our account.	<p>Check if profile feature is available on menu.</p> <p>Check if the profiles are being created correctly.</p>

8. As a main user, I want be able to manage the parental control (age rating) settings of my sub profiles so that I can give access to content inside a age range.

Story	Test Cases
As a main user, I want to set my wife sub profile age rating on 18+ so she will be able to access any content on the platform.	<p>Check if the feature parental control (age rating) is being presented inside profile screen.</p> <p>Check if the changes made on the profile age rating was effective.</p>

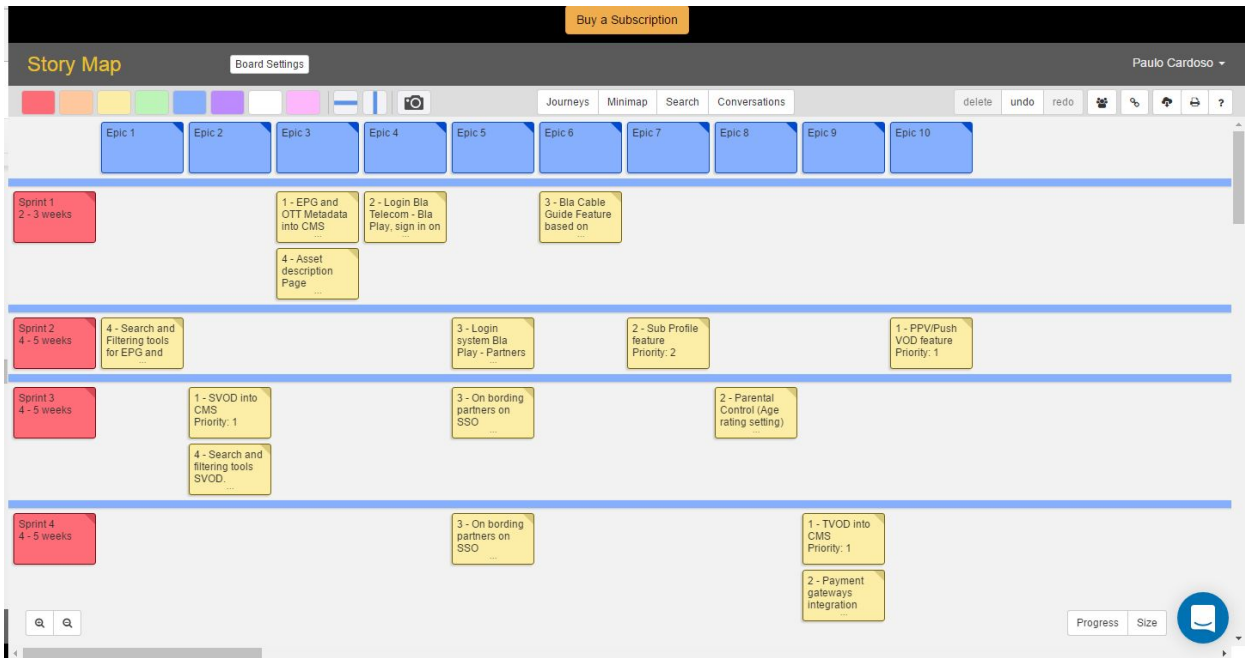
As a main user, I want to set my wife sub profile age rating on 10 years old so she will be able to access content that is classified as free and 10 years old.	<p>Check if the feature parental control (age rating) is being presented inside profile screen.</p> <p>Check if the changes made on the profile age rating was effective.</p>
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9. As a registered user, I want be able to purchase access TVOD assets so that I can watch it.

Story	Test Cases
As a Bla Telecom User, I want be able to purchase TVOD through cobilling or credit card so I can watch it.	<p>Check if the user is entitled to cobilling.</p> <p>Check if the purchase was successfully finalized.</p>
As a registered user, I want be able to purchase TVOD through my credit card so I can watch it.	<p>Check if the user has a valid credit card.</p> <p>Check if the purchase was successfully finalized.</p>

10. As a Bla Telecom Cable customer, I want be able to purchase PPV and/or Push VOD content on Bla Play so that I can watch it on my TV.

Story	Test Cases
As a Bla Telecom Cable customer, I want be able to purchase PPV content on Bla Play so I can watch it on my TV.	<p>Check if the user is eligible to purchase PPV assets.</p> <p>Check if the purchase is being performed correctly.</p>
As a Bla Telecom Cable customer, I want be able to purchase Push VOD content on Bla Play so I can watch it on my TV.	<p>Check if the user is eligible to purchase Push VOD assets.</p> <p>Check if the purchase is being performed correctly.</p>




Prototypes

Do we really know what we want? Can we describe it with wireframes and prototypes?


In terms of design the idea is follow something like the following concepts:

POPULAR EPISODES


Popular Today ▾




Family Guy
Jesus, Mary and Joseph (22 min)



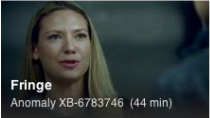
Star Trek: Enterprise
Broken Bow (1 hr 27 min)



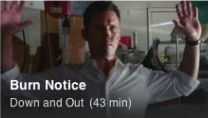
Family Guy
Friends Without Ben... (22 min)




New Girl
Santa (22 min)



Fringe
Anomaly XB-6783746 (44 min)



Burn Notice
Down and Out (43 min)




Modern Family
Diamond in the Rough (21 min)

TOP 25 CLIPS


Popular Today ▾

1




Disney Housewives
Saturday Night Live (3 min)

2




Ordinary Guys Strike Gold
National Geographic: Specials (5 min)

3




Sugarboy: Kung Fu Mom
Saturday Night Live (3 min)

4



Really? With Seth and Amy: Birth Control
Saturday Night Live (3 min)

5



Girl You Wish You Hadn't Started a Conversation With at a Party
Saturday Night Live (3 min)

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Groundbreakers

Trending Videos

ELLEN DEGENERES
Comedian

FUTURAMA

Next Up: Volume 4 : Episode 9 Volume 4: Ep. 8 - You watched this title on 6/7/12 [Report a problem](#)

Futurama

1999-2011 6 Volumes TV-PG

Emy's rating: 5 stars
Average of 5,144,748 ratings: 3.7 stars

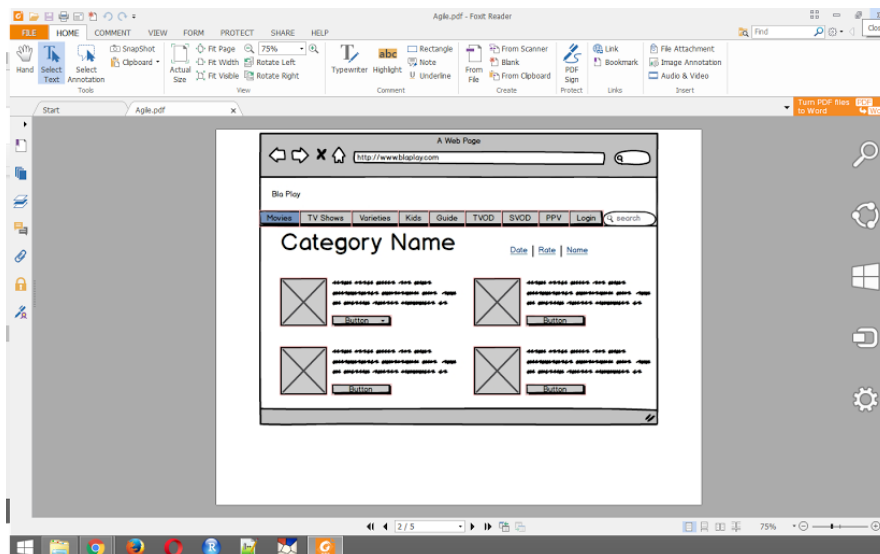
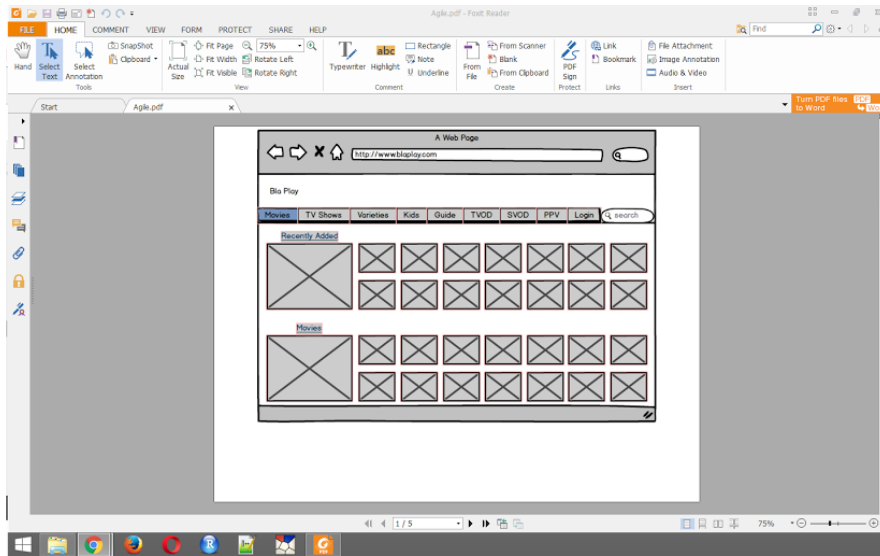
Pizza boy Philip J. Fry awakens in the 31st century after 1,000 years of cryogenic preservation in this animated series. After he gets a job at an interplanetary delivery service, Fry embarks on ridiculous escapades to make sense of his predicament.

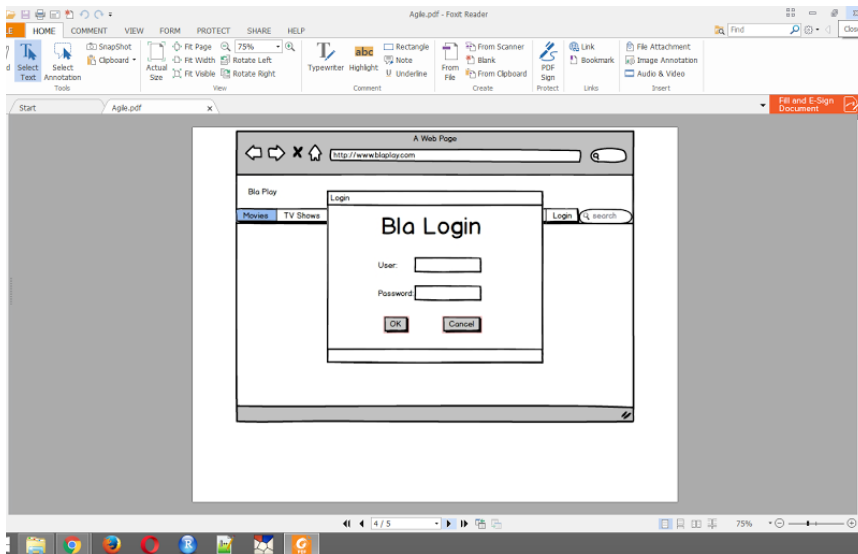
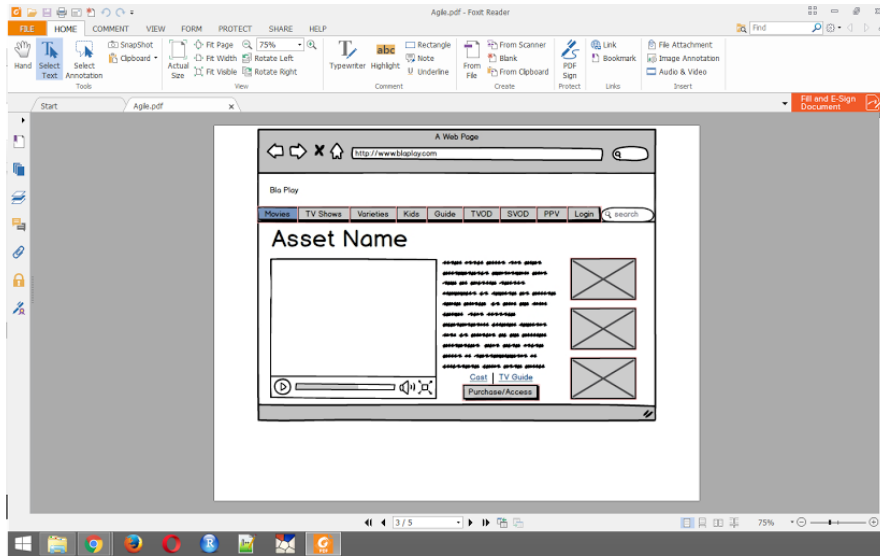
[+ Instant Queue](#)

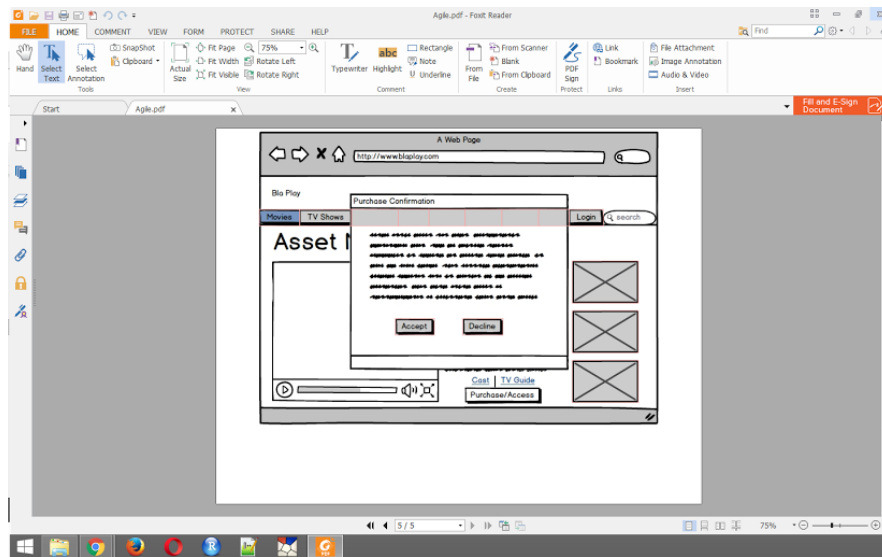
Original PDF Balsamiq file available on:

<https://www.dropbox.com/s/6uzlInpaf1m9apc/Agile.pdf?dl=0> and
<https://drive.google.com/open?id=0B2UwjjOpODJjbExFSS1ycjBoWEk>

Screenshots:







How do we test our user interface?

Usability Testing

For background on what this is and how to use it, please see the section [Usability Hypothesis in the Customer Discovery Handbook](#).

Enable Quiz- Exploratory Suite I

Objectives & Methods

This is an exploratory test which intends to verify if the user journey is adequate with the user's expectations. This test must be executed on the Balsamiq PDF file available on: <https://www.dropbox.com/s/6uzlInpaf1m9apc/Agile.pdf?dl=0> and <https://drive.google.com/open?id=0B2UwjOpODJjbExFSS1ycjBoWEk>.

On the prototype above is possible test the user journey of the following user stories:

- 1 - As a Bla Customer, I want to search by newest content so that I know which the newest assets on all partners platforms libraries.
- 2 - As a Bla Customer, I want to search by newest SVOD and TVOD content so that I know which the newest assets are available for my entertainment.
- 3 - As a registered and logged user of Bla Play, I want to be able to access OTT assets on the partner platform so that I can watch the content.
- 4 - As a Bla TV and/or Internet customer, I want to be able to make just one login so that I can access all the OTT content on Bla Play.
- 5 - As a registered user, I want be able to purchase access TVOD assets so that I can watch it.
- 6 - As a Bla Telecom Cable customer, I want be able to purchase PPV and/or Push VOD content on Bla Play so that I

can watch it on my TV.

Product Version

We'll be using version [0.1] of the product for this exploratory test. Balsamiq PDF file available on:

<https://www.dropbox.com/s/6uzlInpaf1m9apc/Agile.pdf?dl=0> and

<https://drive.google.com/open?id=0B2UwjOpODJbExFSS1ycjBoWEk>.

Subjects

Since enabling the Bla Customer persona to be more effective is central to our value proposition, our target weighting of subjects should reflect that. An ideal total and mix of subjects would be:

Bla Broadband Customer 3

Bla Cable Customer 3

Bla Combo Customer 3

The screening question for both these subjects are:

Do you watch movies and TV shows online?

Do you would like to have access to a Bla entertainment service that provides you with the latest OTT, TVOD, SVOD and PPV content?

Research Composition

#	Item	Duration (min.)	Notes
1	Intro. & Explanation	5	Here we will explain the objectives of the test and the parameters of their participation. We'll also obtain the designated release & consent form*.
2	Discovery Questions	10	Using the interview guide, we'll spend a few minutes to discovery to improve our personas, problem scenarios and user stories.
3	Test Tasks	20	We'll introduce the test scenario and then ask them to complete the Test Items.
4	Post-Test Debrief	5	Make sure we ask if it is OK to follow-up with additional questions.

Pre-Session Checklist

#	Item	Notes
1	Make sure have written versions of discovery and test questions to refer to	
2	Make sure test instance is up and functional	- make sure the prototype is ready to be used
3	Make sure recording equipment* is up and functional	

Session Design

Intro

Thanks for making time to take part in our study. My name's Paulo and this is Helen. We are here researching the user behaviour on a new service, this a new online entertainment video platform. And to allow us to present you the test and explain further more details we need you to sign this consent form.

We'll be using a test guide through the rest of this, so I hope you won't mind me referring to that.

We're here to learn about this new online entertainment video platform that will provide the following features:

- Access to all content on the OTT platforms of the main cable providers (HBO, TNT, ...)
- Access to exclusive SVOD library
- Possibility of purchase of PPV and Push VOD content for your TV
- Possibility of purchase TVOD content.

I'm going to ask you some questions and give you some tasks. Feel free to think out loud if you're comfortable with that. We're not here to test you and there are no wrong answers. Our results just help us better understand our product and its audience.

The session will take roughly 15 - 20 minutes.

Do you have any questions before we start?

Test Items

#	Research Objective	Est. v. Actual (min.)	Notes
1	Exploratory Intro	5	<u>MODERATOR GUIDE</u> Let's say Bla Telecom company that you are a customer offers you access to Bla Play, that is an OTT, SVOD, TVOD and PPV aggregator. In another words you would have access to all online content from all major OTT providers (HBO, FOX,...), an exclusive SVOD library with more than 5000 assets, access to the latest releases through TVOD and possibility for purchase your PPV content from the web. Let me know if this interests you. <u>OUTPUT</u> Validation that the subject understands the product and it's possibilities.
2	Assess primary navigation	2	<u>MODERATOR GUIDE</u> Let's say you want to navigate between the main sections on the menu and access asset description pages.. <u>OUTPUT</u> Assessment of primary navigation on the menu

3	How are we doing on this user story: As a Bla Customer, I want to search by newest SVOD and TVOD content so that I know which the newest assets are available for my entertainment. ?	5	<u>MODERATOR GUIDE</u> Tell me what you think you're seeing here? Let's say you wanted to access a specific SVOD asset. Show me how you'd do that? <u>OUTPUT</u> An assessment of the user's relationship to the available affordances and their appropriateness to the current user narratives and tasks.
...

NOTES ON TAKEAWAYS

Personas & Problem Scenarios	[...]
UI and User Stories	[...]

Post-Test Debrief

- Thanks so much. We'll be using this to make the product and solution stuff like documentation better.
- Would you mind if we send you follow-up questions?

